

MEDIA RELEASE

POTATOES TO FEATURE PROMINENTLY AT WORLD FOOD DAY

The theme of World Food Day 2009 is “**Achieving Food Security in Times of Crisis**” and in observance Potatoes South Africa will be donating one ton of potatoes to assist in build a food tower at the Muyexe Village in Giyane, Limpopo Province, which is the official venue for the South African celebration of World Food Day on 16 October 2009. To add further height to the tower the Joburg Market will donate an additional ton of potatoes. The potatoes as well as other produce received will be donated to the more than 3 000 villagers who are currently experiencing dire food insecurity.

In addition Potatoes South Africa and RSA Market Agents have joined hands and will be donating two tons of potatoes to build a similar food tower at the Makgolokoeng Village outside Harrismith in the Eastern Free State. The food received will be donated to the needy people of the local village.

According to Mark du Plessis, CEO of Potatoes South Africa, the donation follows on the organisation’s pledge in 2008 to continue playing a prominent role in alleviating hunger in South Africa. “We participated in last year World Food Day as part of the International Year of the Potato and here we are, once again, committed to using the humble spud to bring joy to communities by assisting to fight hunger, poverty and malnutrition as well as playing an integral part in food security.”

He added that the potato is without a doubt the number one vegetable to make the 2015 Millennium Development Goal to reduce by half the number of hungry children by some 34.5 million, a reality. “The potato has all the attributes of a real ‘hunger-buster’ because of its intrinsic values such as being nutritious, healthy and filling.”

Potatoes South Africa believes in the adapted adage – give a man a potato and fill his tummy for today, teach him to cultivate potatoes and fill his tummy all his days. In line with this the organisation is committed to establish a culture of planting potatoes amongst the youth of poor communities through a number of projects that were launched in 2008 and which are being continued with in 2009. “Through our support to developing farmers and school programs we endeavour to empower budding entrepreneurs, pupils, educators and parents to become part of our goal to ensure that all South Africans can go to bed no longer being hungry,” he said in conclusion.

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DATE : Tuesday, 13 October 2009

EMBARGO : For immediate release